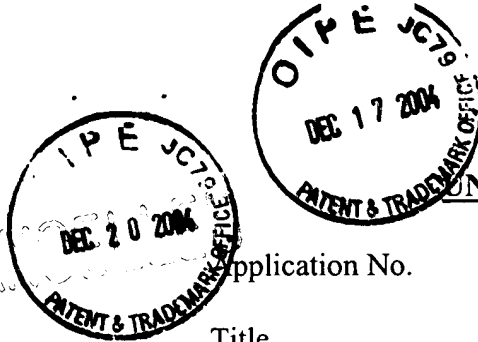


12-20-04

ZFW
B



UNITED STATES PATENT & TRADEMARK OFFICE

Application No. : 10/696,295
Title : METHOD AND SYSTEM FOR CREATING, SERVING
AND TRACKING ADVERTISEMENT
Applicant : Lawrence Morrisroe et al.
Filed : October 28, 2003
Art Unit : 3627
Examiner : John Leonard Young
Docket No. : 694231/0051

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

December 17, 2004

AMENDMENT

Sir:

In response to the Office Action mailed August 18, 2004, please enter this Amendment in the above-identified application. The time for responding to the Office Action has been extended until December 18, 2004 by virtue of the Petition and Fee for Extension of Time, filed herewith.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

12/17/2004 EXAMINER 00000048 134709 10358855
01 7041202 00.00 00